

Alvin Xu

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EXPERIENCE

Amazon | Software Development Engineer

Dec 2024 - Present

Kotlin, Python, TypeScript, AWS

London, UK

- Designed and implemented a notification system to deliver 300,000 real-time email and push notifications per day by integrating Lambda, SNS, SQS, and Amazon's outbound email service
- Proactively migrated legacy profile identifiers prior to feature launch, ensuring consistent BI querying across Prime Video and preventing an estimated three-week post-production reprocessing effort
- Launched Prime Video's language of preference feature in the US market through effective stakeholder management across iOS and Android client teams, leading to adoption by 2.1 million customers
- Developed a serverless data deletion system handling 300K requests daily to remove records from DynamoDB, enabling full GDPR compliance and auditability
- Oversaw a security project mitigating PIN brute-forcing through the use of exponential backoff throttling, successfully preventing enumeration attacks across account and profile PINs
- Redesigned the team's operational task-tracking system using Asana to centralize incoming requests and deadlines, reducing last-minute escalations and enabling monthly capacity planning

Launchctrl11 Holdings | CTO (Part-time)

June 2023 - Present

Shopify, BigCommerce, GA4, Google Ads, Search Console

Remote

- Built and launched adasdepot.com, an eCommerce platform for automotive diagnostic tools, growing annual revenue by 23x to six figures in three years through end-to-end technical ownership
- Directed the technical migration of five acquired eCommerce sites, transferring ownership of Shopify stores, DNS (Cloudflare), email servers, ERP fulfillment systems, and Google Ads/Analytics accounts from the previous operator with zero downtime
- Architected the storefront experience and added key content pages (Blog, Resources, Technical Support, Financing, etc.) to improve UX and drive customer trust
- Rebuilt the BigCommerce storefront on a custom theme, customizing HTML, CSS, and JavaScript components to optimize UX and performance, reducing bounce rate by 11% and increasing AOV by 84% (\$450 → \$830)
- Authored 70+ technical blog posts that grew organic traffic from 100 to 5,400+ monthly sessions, improving domain authority and inbound lead generation

Amazon | Software Development Engineer Intern

Oct 2022 - April 2023

Java, CloudWatch, DynamoDB, S3

London, UK

- Optimized CloudWatch API usage, cutting monthly AWS costs by 10% and reducing maintenance workload
- Designed and implemented a feature for mathematical operations on historical time-series data, improving Prime Video's traffic forecasting accuracy and eliminating manual analysis

UBC Visual Cognition Lab | Product Manager

May 2022 - May 2024

React, MongoDB, ExpressJS, Amplify, EC2

Vancouver, BC

- Led a team of developers and designers to build and release a new lab website (viscoglab.psych.ubc.ca)

NetApp | Software Engineer in Test

Mar 2024 - Dec 2024

Ruby, Selenium

Vancouver, BC

- Developed end-to-end Ruby test suites for StorageGRID, a hybrid cloud object storage platform (S3-compatible), automating validation of administrative workflows such as software upgrades, node scaling, and disaster recovery via both UI- and API-level testing

EDUCATION

University of British Columbia

Vancouver, BC

B.Sc. in Computer Science; Minor in Commerce